

Outlook for Attractions

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Bluecadet

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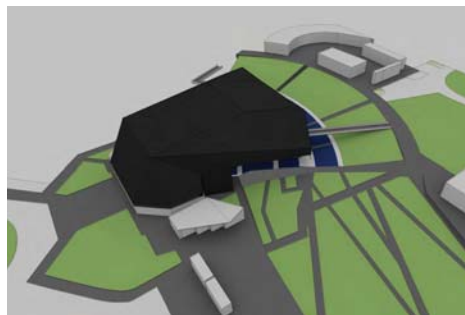
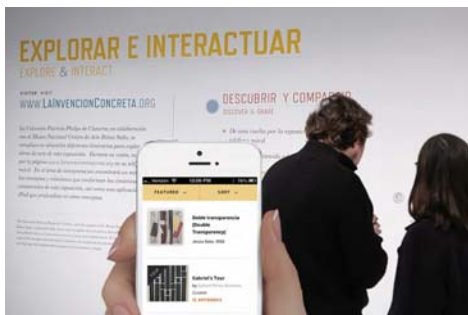
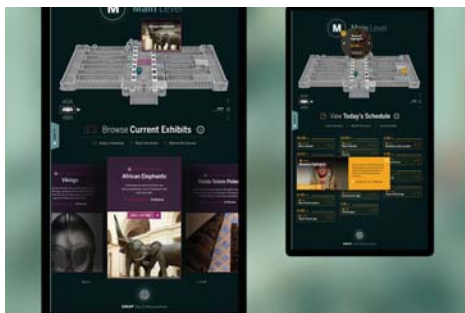
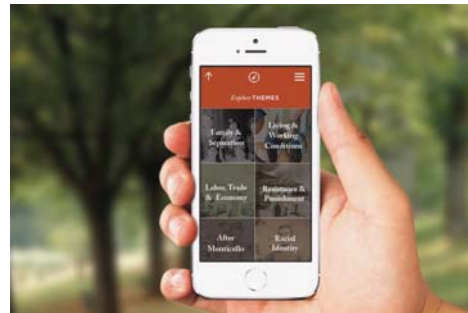
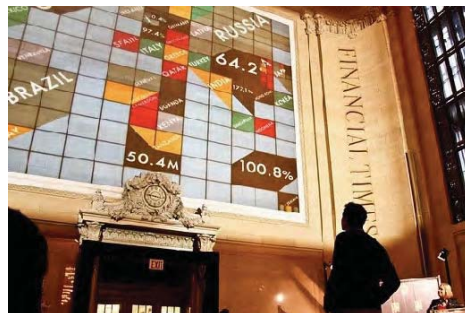
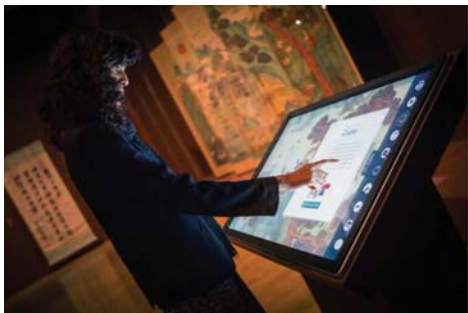
A young boy with short brown hair, wearing a plaid shirt, is shown in profile, looking intently at a tablet screen. The screen displays a grid of icons, possibly a mobile app interface. The background is dark and out of focus.

MARKETING OUTLOOK FORUM

Twelve Trends in Digital Experiences for Attractions

Wednesday, October 28, 2015

BLUECADET





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Founder & CEO



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Executive Creative Director



REBECCA SHERMAN
Managing Director



KIM QUINN
Art Director



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Designer



GREG SARAUULT
Developer



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Producer



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Producer & Content Strategist



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Creative Director of Environments



DAN KING
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Senior Producer



PAUL RUDOLPH
Interactive Developer



JOANIE THOMPSON
Producer



MAYA BOGDANOW
Project Coordinator

MoMA



Philadelphia
Museum of
Art



The **Field**
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FRANKLIN
INSTITUTE**



Penn Museum
UNIVERSITY OF PENNSYLVANIA MUSEUM
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CENTRO DE ARTE
REINA SOFIA**



Tufts
UNIVERSITY

OCEANA



*Opera
Phila
delphia*



DMA
DALLAS MUSEUM OF ART



1. Consistent content across digital



RECOMMENDED

LATEST

SCIENCE & TECHNOLOGY

POLITICS & POWER

CULTURE

BUSINESS & ECONOMICS

HEROES & INNOVATORS

Explore the interconnected stories of the world's
most significant air and spacecrafts.



HEROES & INNOVATORS

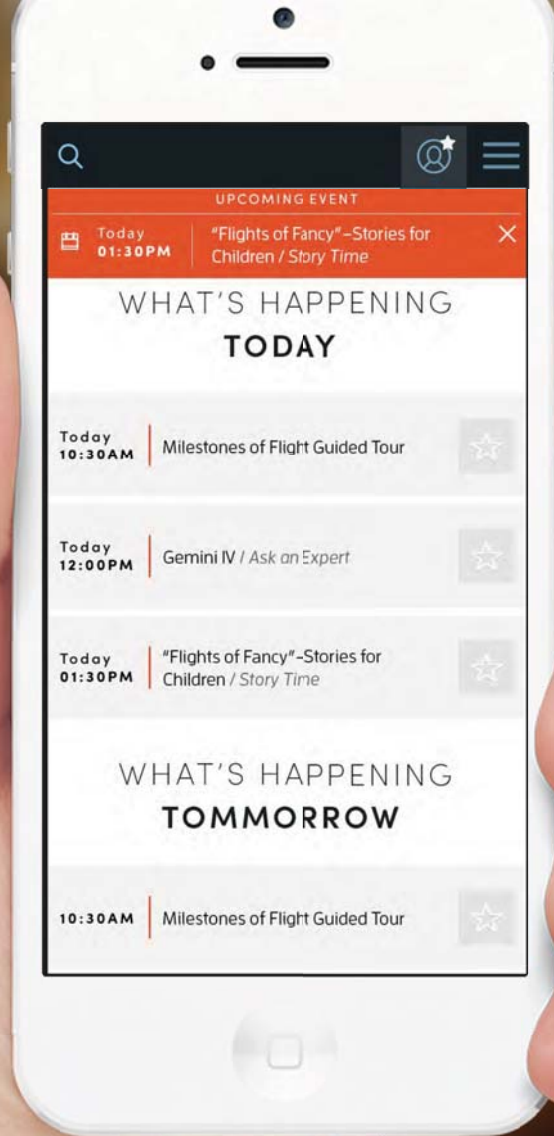
Lindbergh Wasn't First



JUNE 25 | 10:30 AM TO 11:30 AM

All About Meteorites







SELF-GUIDED TOUR

Collection Highlights

1

HOUR

6

STOPS

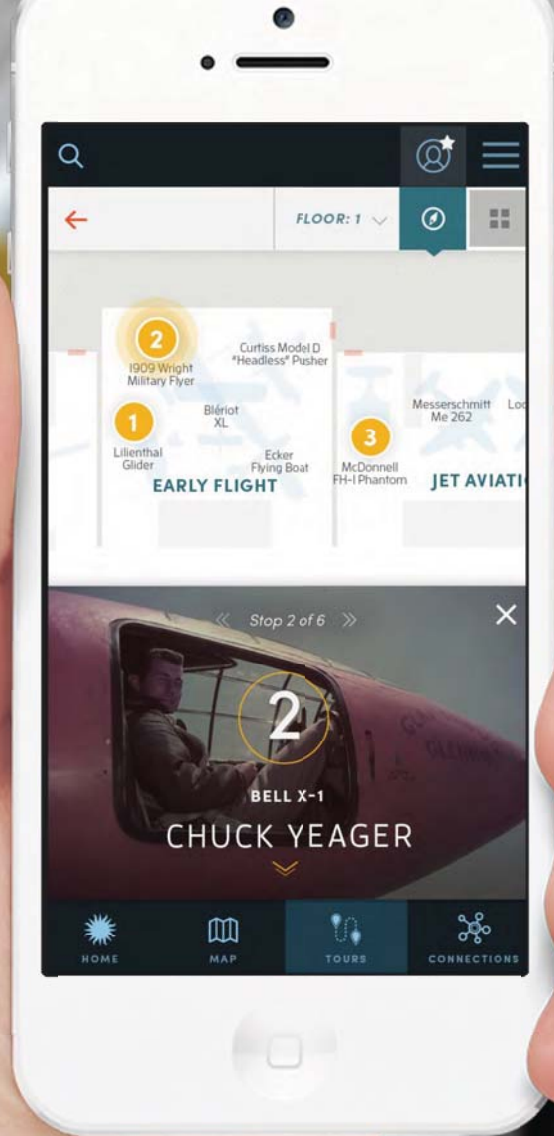
10+ YRS

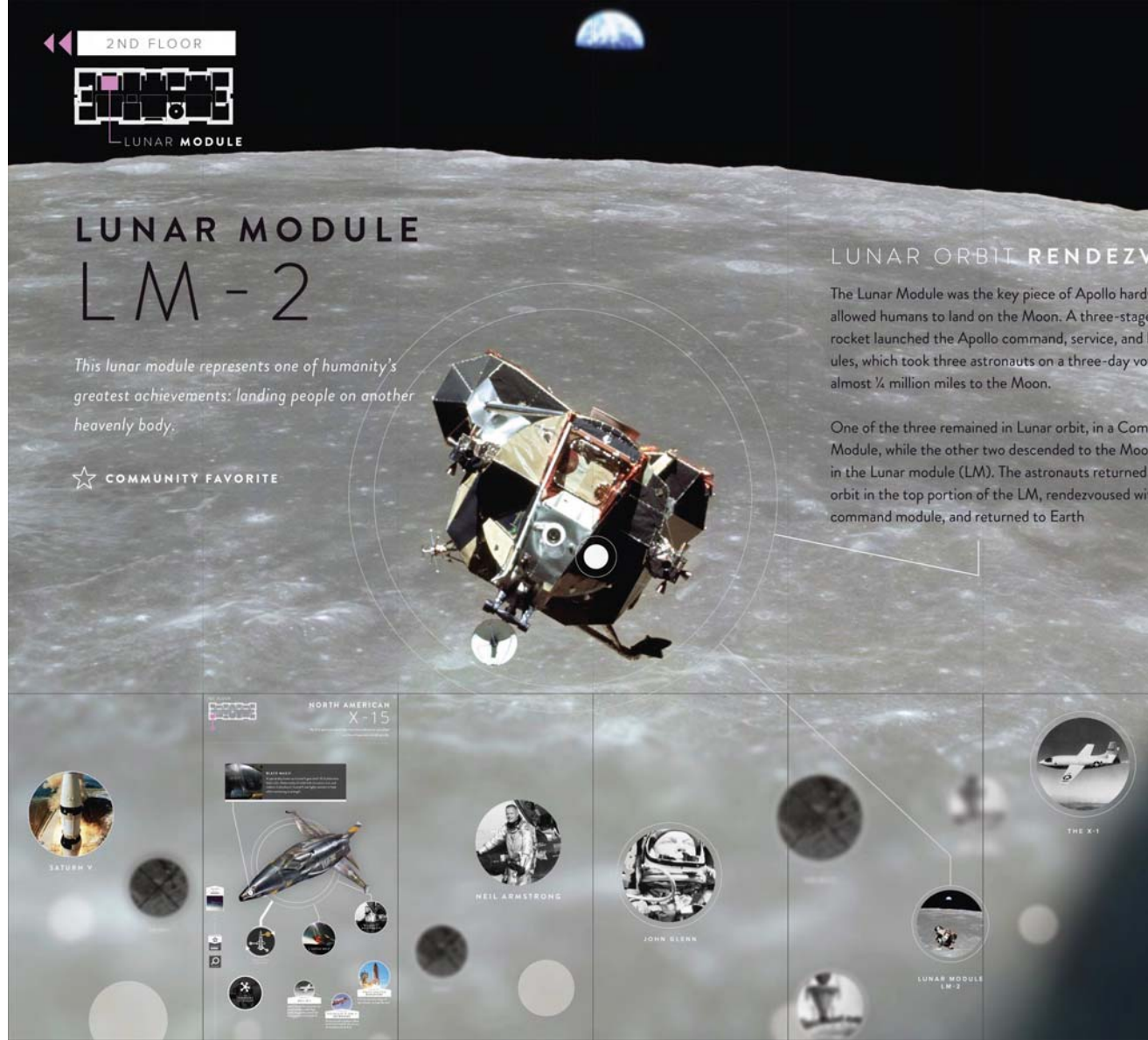
AUDIENCE

BEGIN TOUR

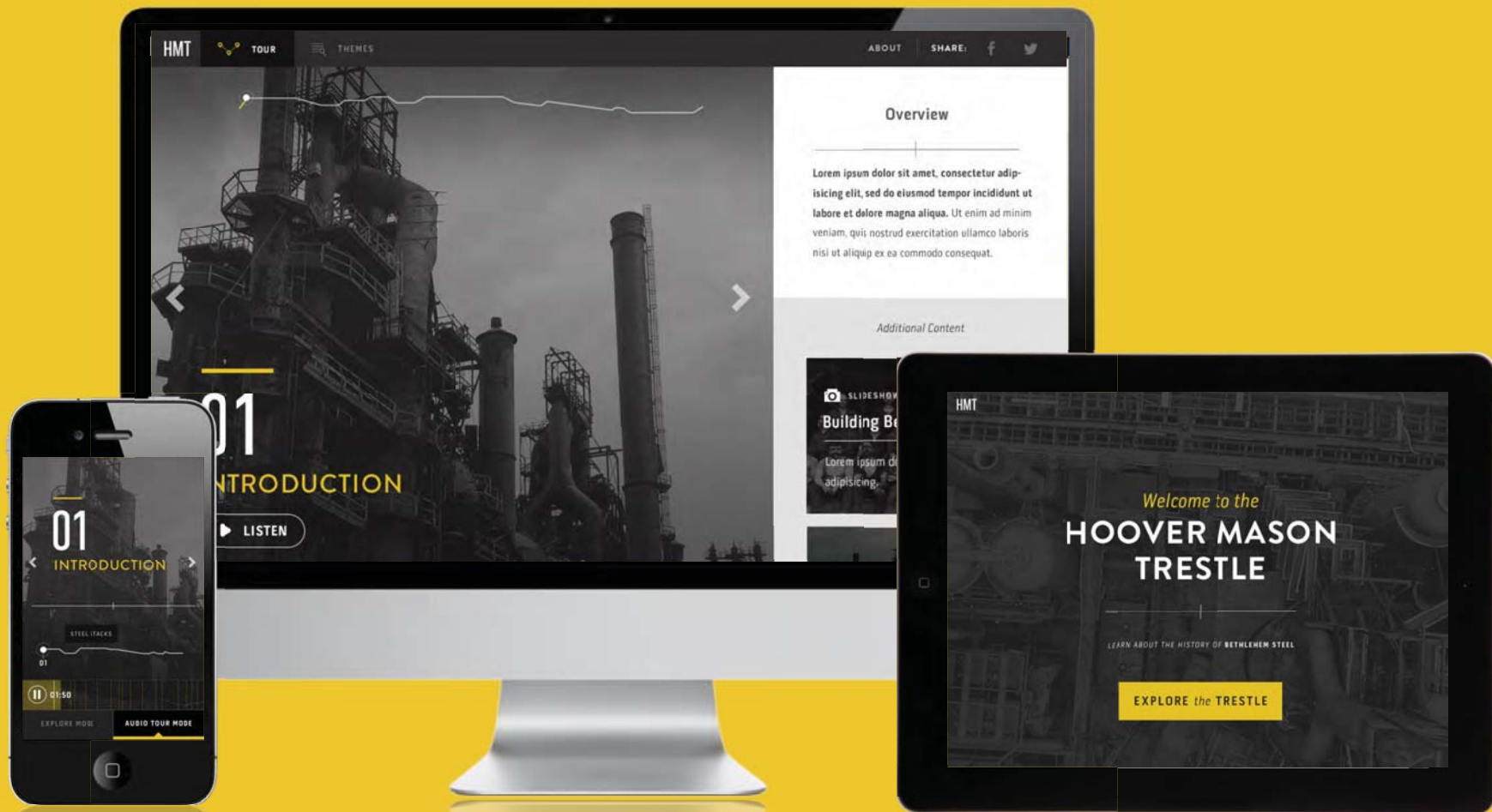


Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et





2. Responsive organizational websites instead of apps



3. Focusing on mobile experiences



Key Performance Indicators / Return on Investment

1. More repeat visitors (analytic)
2. Better user experience (engagement)
3. More mobile users (analytic)
4. Better visual representation (experiential)
5. Average Pages per Session +52%
6. Average session duration +73%
7. Bounce rate -30%
8. Returning Visitors +52%
9. Mobile Use +75%
10. W3 Awards Gold



4. Directed content based on IP location



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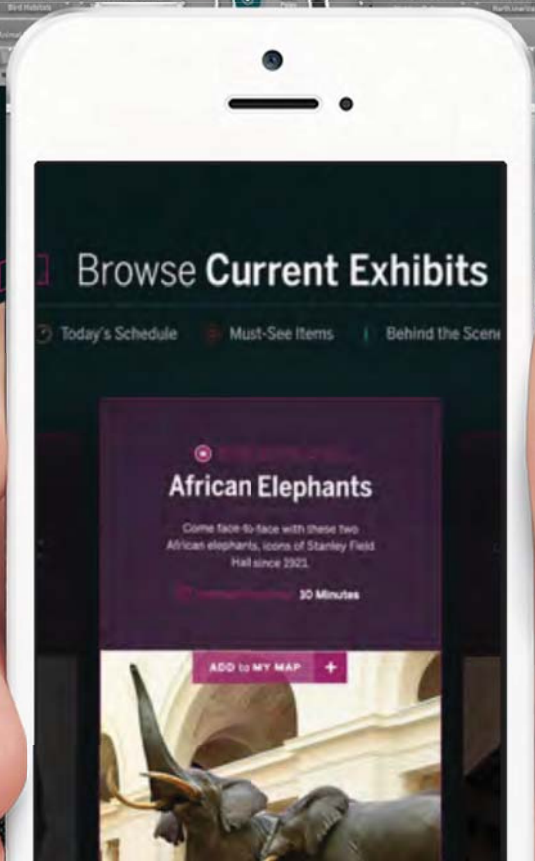
[Save the Oceans, Feed the World >](#)

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5. Time specific digital orientation stations

M Main Level



M Main Level



View Today's Schedule

Must-See Items | Behind the Scenes | Current Exhibits

10:00 AM PROGRAM Meet a Scientist 1 hour	12:00 PM PROGRAM Meet a Scientist 1 hour TOUR SUE Talk 30 minutes	1:30 PM TOUR Gemstones, Gems, & Jewels 20 minutes
11:00 AM TOUR Museum Highlights 30 minutes ADD TO MY MAP +	1:15 PM TOUR Ancient Egypt 45 minutes	1:35 PM FILM The Ice Age 30 minutes
11:30 AM TOUR Birds of North America 20 minutes	11:50 AM TOUR Titans of the Ice Age 50 minutes	12:30 PM FILM The Ice Age 30 minutes
12:30 PM TOUR Birds of North America 20 minutes	12:45 PM TOUR Titans of the Ice Age 50 minutes	1:00 PM TOUR Titans of the Ice Age 50 minutes



SWAP Map & Menu positions

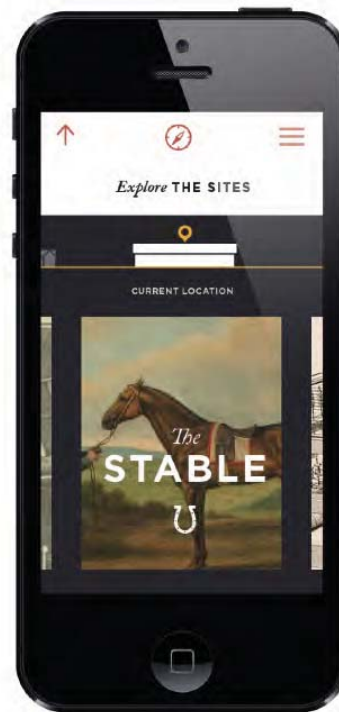
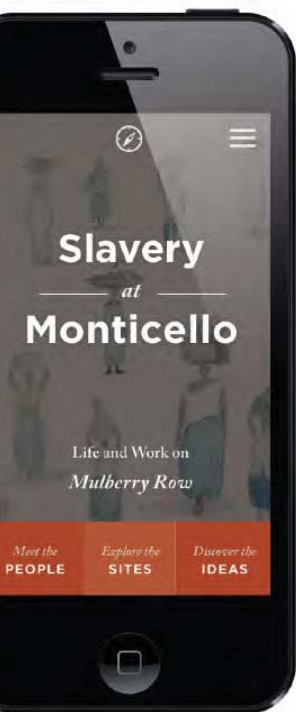
6. Educational apps that connect to in-museum experiences





7. Location-based technology (beacons)





8. Interesting form factors



2000 - 2004

22 COUNTRIES, 48,288 MILES

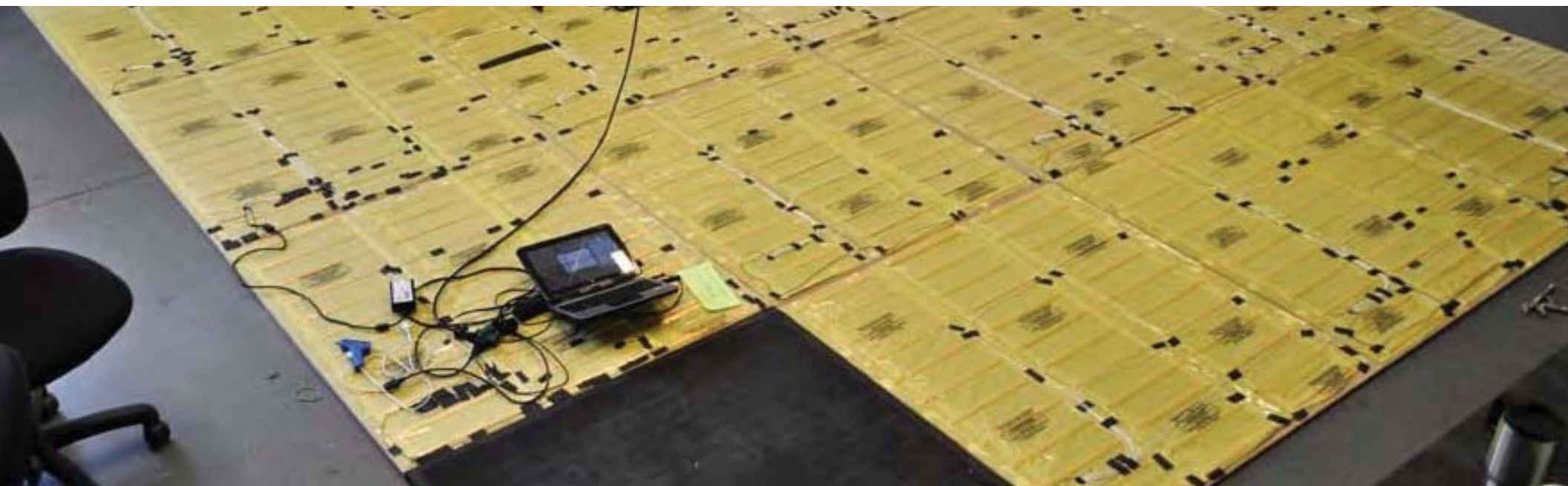
"...Genuine peace is a gift from God. Our openness to
that gift requires a conversion of heart and a
conscience obedient to his Law."

Prayer for peace in Quneitra, Syria. May 7, 2001

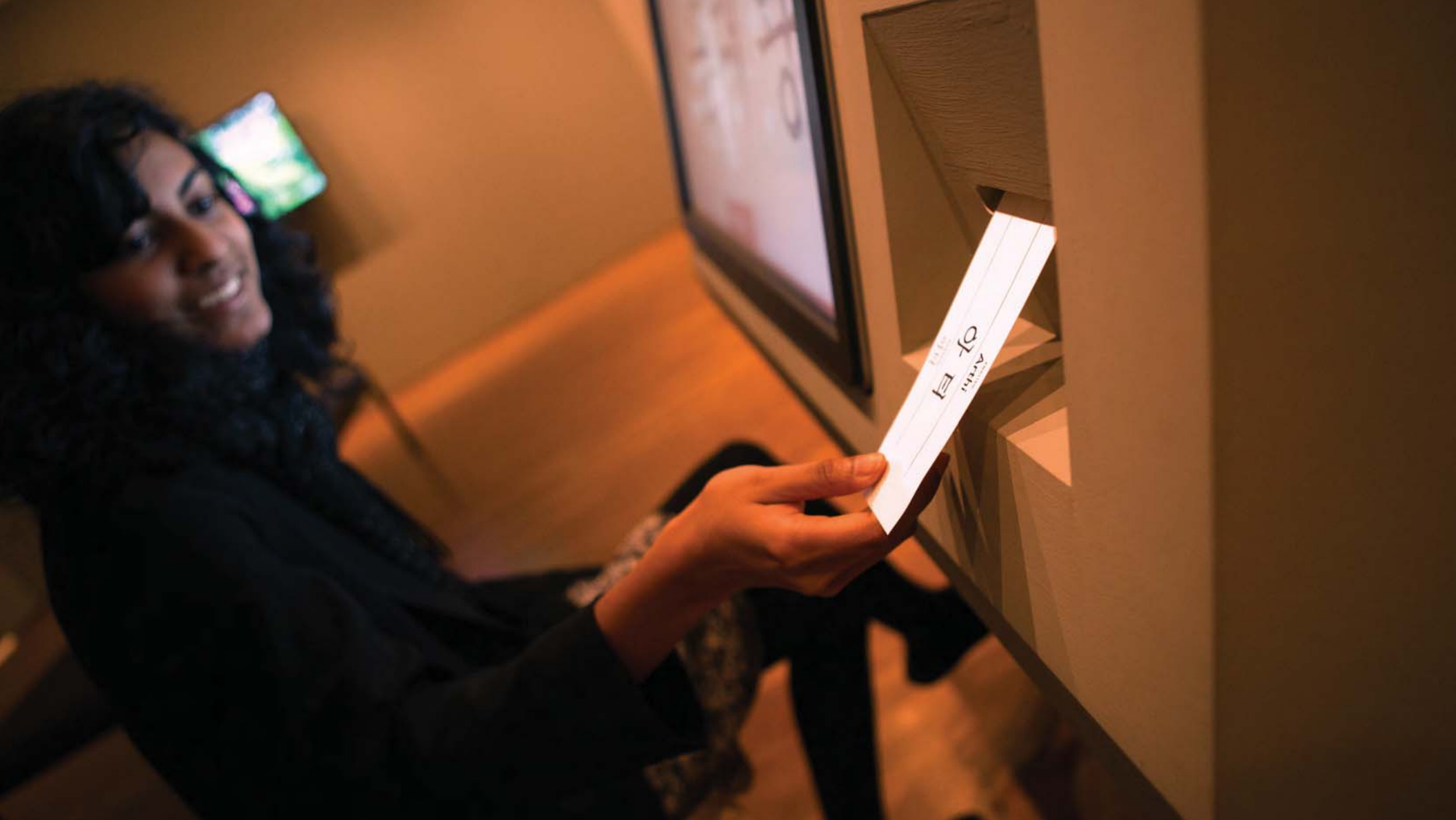
DRAG

9. Gestural experiences



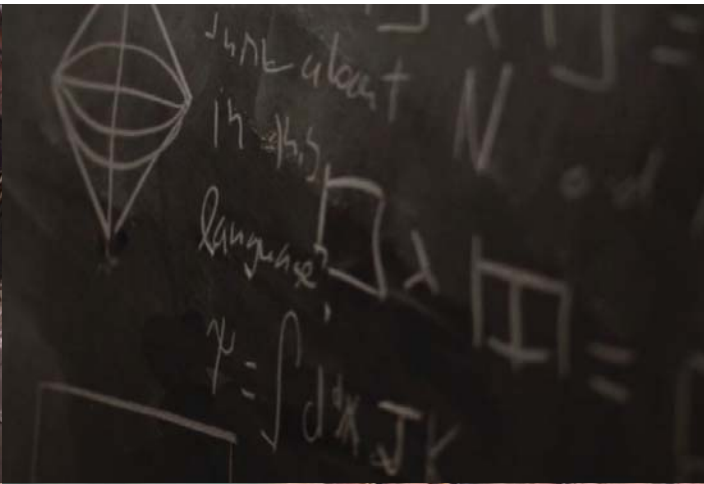


10. Physical takeaways





11. Film first



12. Experiential master plans

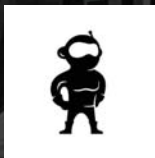


10:15AM 10:30AM 10:45AM 11:15AM 12:00PM
10:15AM 10:30AM 10:45AM 11:15AM 12:00PM
10:15AM 10:30AM 10:45AM 11:15AM 12:00PM
10:15AM 10:30AM 10:45AM 11:15AM 12:00PM
10:15AM 10:30AM 10:45AM 11:15AM 12:00PM

National Park Service

AUF NARDO





Thank you.

Dan King

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